

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314004-1	10/14/12	October 2012	10/01/12 - 10/09/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Strategic Media Services
Attention: Accounts Payable
3299 K Street NW - Suite 200
Washington, DC 20007

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	1159 - Angela

Flight Dates	Order #	Alt Order #
10/06/12 - 10/09/12	314004	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
12521		

Agency Ref	Advertiser Ref
2	

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/09/12	10/09/12	M-F 7-9a	7-9a	-1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/09/12 8:29 AM M-F 7-9a 7-9a :30 AWT100401H \$950.00 NM									
3	10/06/12	10/06/12	Sa 7-8a	7-8a	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 7:27 AM Sa 7-8a 7-8a :30 AWT100401H \$600.00 NM									
4	10/06/12	10/06/12	Sa 8-10a	8-10a	-----S-	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 7:59 AM Sa 8-10a 8-10a :30 AWT100401H \$725.00 NM									
5	10/07/12	10/07/12	Su 8-9a	8-9a	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 8:54 AM Su 8-9a 8-9a :30 AWT100401H \$900.00 NM									
6	10/08/12	10/09/12	M-F 9-10a	9-10a	11-----	:30	2	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 11----- 2 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 9:28 AM M-F 9-10a 9-10a :30 AWT100401H \$550.00 NM 2 WPTV Tu 10/09/12 9:48 AM M-F 9-10a 9-10a :30 AWT100401H \$550.00 NM									



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/08/12	10/08/12	M-F 11-12n	11a-12p	1-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 11:44 AM M-F 11-12n 11a-12p :30 AwTV100401H \$350.00 NM									
8	10/08/12	10/09/12	M-F 1-2p	1-2p	11-----	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 11----- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 12:59 PM M-F 1-2p 1-2p :30 AwTV100401H \$350.00 NM 2 WPTV Tu 10/09/12 1:58 PM M-F 1-2p 1-2p :30 AwTV100401H \$350.00 NM									
9	10/08/12	10/09/12	M-F 4p-5p	4-5p	11-----	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 11----- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 4:37 PM M-F 4p-5p 4-5p :30 AwTV100401H \$600.00 NM 2 WPTV Tu 10/09/12 4:24 PM M-F 4p-5p 4-5p :30 AwTV100401H \$600.00 NM									
10	10/09/12	10/09/12	M-F 630-7p	630-7p	-1-----	:30	1	\$2,150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1----- 1 \$2,150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/09/12 6:46 PM M-F 630-7p 630-7p :30 AwTV100401H \$2,150.00 NM									
12	10/09/12	10/09/12	M-F 7-730p	7-730p	-1-----	:30	1	\$775.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1----- 1 \$775.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/09/12 7:28 PM M-F 7-730p 7-730p :30 AwTV100401H \$775.00 NM									
13	10/08/12	10/08/12	M-F 730-8p	730-8p	1-----	:30	1	\$775.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$775.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 7:55 PM M-F 730-8p 730-8p :30 AwTV100401H \$775.00 NM									
14	10/09/12	10/09/12	M-F 7-9a	7-9a	-T-----	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -T----- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Tu 10/09/12 7:22 AM M-F 7-9a 7-9a :30 AwTV100401H \$950.00 NM 1 WPTV Tu 10/09/12 8:49 AM M-F 7-9a 7-9a :30 AwTV100401H \$950.00 NM									

Total Spots 16 Gross Total \$12,125.00

Payment Terms 30 Days

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Agency Commission **\$1,818.75**

Net Amount Due **\$10,306.25**